CLAIMS

Therefore, having thus described the invention, at least the following is claimed:

1   1.   A method for providing automatically facilitated marketing and provision of

2   electronic services, comprising:

3   searching a database for a match between user input and information in the

4   database;

5   obtaining keywords resulting from the searching step;

6   utilizing a database table to associate the keywords with potential services to

7   sell to a customer; and

8   producing a set of suggested actual services and associated information

9   regarding services that can be sold to the customer.

1   2.   The method of claim 1, further comprising associating the keywords with

2   generically-defined services.

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4   3.   The method of claim 1, further comprising calculating appropriate services to

5   offer the customer utilizing a weighted summation of technical appropriateness values

6   associated with at least one of generic, potential, actual or available services.

1   4.   The method of claim 1, further comprising calculating preferential services to

2   offer the customer utilizing a weighted summation of preference values associated

3   with actual services offered by a service provider.

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5   5.   The method of claim 3, further comprising ranking potential generic services

6   for presentment and comparison of preferential services.

1   6.   The method of claim 4, further comprising ranking potential actual services for

2   presentment and comparison of preferential services.

1   7.   The method of claim 3, further comprising calculating maximum and
2   minimum thresholds such that preferential services offered by a service provider do
3   not override technical security decision criteria.
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5   8.   The method of claim 3, further comprising calculating ratio checks such that
6   preferential services offered by a service provider do not override technical security
7   decision criteria.

1   9.   The method of claim 7, further comprising adjusting or reducing weighted
2   summation values if the threshold is violated.

1   10.   The method of claim 7, further comprising discarding a particular preferential
2   service if the threshold or ratio check is violated.

1   11.   The method of claim 7, further comprising calculating a comparison value by
2   adjusting weighed summations for cases of service bundling.

1   12.   The method of claim 1, further comprising outputting the suggested services
2   and associated information to a user's processing device.

1   13.   A computer-readable medium comprising:
2   logic configured to search a database for a match between user input and
3   information in the database;
4   logic configured to obtain keywords resulting from the search;
5   logic configured to utilize a database table to associate the keywords with
6   potential services to sell to a customer; and
7   logic configured to produce a set of suggested services and associated
8   information of services that can be sold to customer.

1   14.   The computer-readable medium of claim 13, further comprising logic
2   configured to associate the keywords with generically-defined services.

1   15.   The computer-readable medium of claim 13, further comprising logic

2   configured to calculate appropriate services to offer the customer utilizing a weighted

3   summation of technical appropriateness values associated with at least one of generic,

4   potential, actual or available services.

1   16.   The computer-readable medium of claim 13, further comprising logic

2   configured to calculate preferential services to offer the customer utilizing a weighted

3   summation of preference values associated with actual services by a service provider.

1   17.   The computer-readable medium of claim 16, further comprising logic

2   configured to rank potential services for presentment and comparison of preferential

3   services.

1   18.   The computer-readable medium of claim 16, further comprising logic

2   configured to calculate maximum and minimum threshold such that preferential

3   services offered by a service provider do not override technical security decision

4   criteria.

1   19.   The computer-readable medium of claim 18, further comprising logic

2   configured to adjust or reduce weighted summation values if the threshold is violated.

1   20.   The computer-readable medium of claim 18, further comprising logic

2   configured to discard a particular preferential service if the threshold or ratio check is

3   violated.

1   21.   The computer readable medium of claim 18, further comprising logic

2   configured to calculate a comparison value by adjusting weighed summations for

3   cases of service bundling.

1   22.   The computer-readable medium of claim 13, further comprising logic

2   configured to output the suggested services and associated information to a user's

3   processing device.

1　　23.　　The computer-readable medium of claim 15, further comprising logic
2　configured to rank potential generic services for presentment and comparison of
3　preferential services.

1　　24.　　A system for automatically facilitated marketing and provision of electronic
2　security services, comprising:
3　　　　　a cycler configured to search through a plurality of databases to match user
4　input with sales information in the databases and to provide keywords resulting from
5　the search; and
6　　　　　a service suggestion analyzer operatively coupled to the cycler, the service
7　suggestion analyzer configured to provide a set of potential services to be sold to a
8　customer based on the keywords from the cycler.

1　　25.　　The system of claim 24, wherein the service suggestion analyzer further
2　comprises an analyzer module, a servicer module and an output module.

1　　26.　　The system of claim 25, wherein the service suggestion analyzer further
2　comprises a psychological assistant module and a special deals interface module.

1　　27.　　The system of claim 25, wherein the analyzer module is further configured to
2　produce a prioritized and clustered needs list that includes generic services.

1　　28.　　The system of claim 27, wherein the analyzer module is further configured to
2　include a lookup table to provide the clustered needs list.

1　　29.　　The system of claim 27, wherein the analyzer module is further configured to
2　perform technical weightings of potential services to prioritize the generic needs list.

1　　30.　　The system of claim 25, wherein the servicer module is further configured to
2　interface with the analyzer module to obtain the generic needs list and to produce a
3　ranked set of suggested actual services offered by a service provider.

1   31.   The system of claim 30, wherein the servicer module is further configured to
2   incorporate stored preference weightings for an available offered service such that the
3   set of suggested actual services are skewed towards services preferred to be sold by a
4   service provider.

1   32.   The system of claim 25, wherein the output module is operatively coupled to
2   the servicer module and the output module is further configured to provide the ranked
3   set of suggested actual services to a user via at least one of a user's display device of a
4   processing device, auditory means including synthesized voice, email, or paging
5   device.

1   33.   The system of claim of claim 24, wherein the service suggestion analyzer is
2   further configured to calculate appropriate services to offer the customer utilizing a
3   weighted summation of technical appropriateness values associated with at least one
4   of generic, potential, actual, or available services.

1   34.   The system of claim 33, wherein the service suggestion analyzer is further
2   configured to rank potential generic services for presentment and comparison of
3   preferential services.

1   35.   The system of claim 33, wherein the service suggestion analyzer is further
2   configured to calculate ratio checks such that preferential services offered by a service
3   provider do not override technical security decision criteria